GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:46
ANSWERED ON:26.02.2016
Viewer Ratings of DD Programmes
Suresh Shri Doddaalahalli Kempegowda

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the television viewer ratings of the Doordarshan (DD) programmes in the country;

(b) whether the viewer ratings of the DD programmes is on the decline, if so, the reasons therefor;

(c) whether the Government has any plan to increase the viewership of DD programmes; and

(d) if so, the details thereof along with the other measures taken/being taken by the Government to improve the quality and content of the DD programmes?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND MINISTER OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY)

(a) to (d): A statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 46 FOR ANSWER ON 26.02.2016

(a) to (d): As per the Broadcast Audience Research Council (BARC) data including rural viewership initiated in October 2015, the ratings of DD seem to have stabilized. The data of viewership of Doordarshan during last four months is Annexed. However, it is a constant endeavor of Doordarshan to improve upon its programmes by reviewing content and quality from time to time with a view to sustain the interest of the viewers and increase television viewership ratings. Doordarshan procures content through various notified schemes. Adaptive and flexible business strategies are imperative to survive in a highly competitive Television market and accordingly DD is recalibrating its current approach with a new policy on slot sales. In consonance with this the Prasar Bharati Board has decided to invite good external programmes to be telecast on all its channel for further enhancing viewership.
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